

FOOD AND HOTEL SOUTH CHINA



***Join the USDA at the
Great American Food U.S. Pavilion***

When: June 23-25, 2004

Where: Guangzhou Convention Center

The Market: Guangzhou, formerly known as Canton, is the gateway to Southern China, which is the engine of China's \$1 trillion economy. South China's liberal economic policies are attracting record levels of foreign direct investment resulting in strong economic growth and per capita incomes above Beijing and Shanghai. China's WTO accession has accelerated this growth and created an environment for rapid development of western style supermarkets and hypermarkets, displacing traditional wet markets in urban areas.

Why: Guangzhou is the "Dragon's Head" for China's current experiments with privatization and economic liberalization. It also has historically strong ties with Hong Kong, which has facilitated trade into China from the West. Importers in South China are eager to import directly and are looking to forge new relationships with US suppliers and exporters. Attending Food and Hotel South China will be buyers from hotels, restaurants, fast food outlets, supermarkets, hypermarkets, grocery stores, food and drink importers, wholesalers, distributors as well as purchasing officers in the industrial catering sectors.

Best Prospects: Health foods and beverages, fresh fruit, processed food items, dried fruit and nuts, meat and poultry, snack foods, processed foods and convenience foods and dairy products such as baby formula all are in great demand.

2002 Success:

In the 2202 exhibition, 24 U.S. companies displayed some 431 products to more than 8,000 trade visitors. The U.S. exhibitors had 190 serious contacts and projected sales of \$2.1 million in the following months.

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Interested in the Market Access Program (MAP), find your state and contact:

Food Export USA-Northeast: Philadelphia, PA
Tel: 215-829-9111, Fax: 215-829-9777, www.foodexportusa.org

Mid-American International Agri-Trade Council (MIATCO): Chicago, IL
Tel: 312-944-7777, Fax: 312-944-1144, www.miatco.org

The Southern U.S. Trade Association (SUSTA): New Orleans, LA
Tel: 504-568-5986, Fax: 504-568-6010, www.susta.org

The Western U.S. Agricultural Trade Association (WUSATA): Vancouver, WA
Tel: 360-693-3373, Fax: 362-693-3464, www.wusata.org

